

**In the Claims:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~striketrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

1. (currently Amended) A reservation control apparatus comprising:

a search request unit requesting a program information retaining unit retaining program information containing a program broadcast date/time and a content information, to search for the program information;

a reservation request unit requesting a program reservation unit making a reservation of viewing or recording the program, to reserve viewing or recording the program; and

an information obtaining unit obtaining character information related to the received program from contents of the received program while being received by a program receiving unit; and

an information retaining unit retaining the character information obtained by said information obtaining unit in a way that is overwritten on the oldest retained character information of all of the retained character information in the information retaining unit;

wherein said search request unit makes said program information retaining unit search for the program information of the program related to the received program on the basis of character information retained at the time of receiving, from an input device, a predetermined notification of an operation of displaying or reserving the program related to the program content during the viewing ~~according to an operation of a viewer~~ in the character information retained by said information retaining unit, and

said reservation request unit makes a request for reserving a receipt of the program or reserving a record of the program on the basis of the searched program information.

2. (previously presented) A reservation control apparatus according to claim 1, wherein said information obtaining unit includes a voice recognizing unit converting voices contained in the received program into text data and a text and data analyzing unit converting the text data

into the character information, and obtains the character information from the voices.

3. (previously presented) A reservation control apparatus according to claim 1, wherein said information obtaining unit obtains the character information from a caption contained in the received program.

4. (previously presented) A reservation control apparatus according to claim 1, wherein said information obtaining unit obtains the character information in a data broadcast multiplexed with a program broadcast.

5. (previously presented) A reservation control apparatus according to claim 1, wherein said information obtaining unit accesses a scenario data retaining unit retaining scenario data of the program, and obtains information from the scenario data.

6. (previously presented) A reservation control apparatus according to claim 1, wherein said information obtaining unit obtains the information from the scenario data transmitted in multiplexing with the program broadcast.

7. (previously presented) A reservation control apparatus according to claim 6, wherein the scenario data contain an elapse time since a start of the program and character information describing the program contents at this elapse time.

8. (previously presented) A reservation control apparatus according to claim 6, wherein the scenario data contain an elapse time since the scenario data transmission date/time and character information describing the program contents at this elapse time.

9. (currently amended) A program reserving method comprising:  
obtaining character information related to a program received by a program receiving unit from contents of the received program while being received by the program receiving unit;  
retaining the obtained character information in a way that is overwritten on the oldest retained character information of all of the retained character information;  
searching for a broadcast date/time of the program related to the received program on the basis of character information retained at the time of receiving, from an input device, a

~~predetermined-notification of an operation of displaying or reserving the program related to the content during the viewing according to an operation of a viewer~~ in the retained character information related to the received program; and

making a request for reserving a receipt of the program or a record of the program on the basis of the broadcast date/time.

10. (previously presented) A program reserving method according to claim 9, further comprising converting voices contained in the received program into text data and converting the text data into the character information, wherein the information related to the program is obtained from the voices.

11. (original) A program reserving method according to claim 9, wherein the information related to the program is obtained from a caption contained in the received program.

12. (original) A program reserving method according to claim 9, wherein the information related to the program is obtained from a data broadcast multiplexed with a program broadcast.

13. (original) A program reserving method according to claim 9, wherein the information related to the program is obtained from scenario data of the program.

14. (original) A program reserving method according to claim 13, wherein the scenario data are transmitted in multiplexing with the program broadcast.

15. (original) A program reserving method according to claim 13, wherein the scenario data contain an elapse time since a start of the program and character information describing the program contents at this elapse time.

16. (original) A program reserving method according to claim 13, wherein the scenario data contain an elapse time since the scenario data transmission date/time and character information describing the program contents at this elapse time.

17. (currently amended) A storage medium readable by a machine, tangible embodying a program of instructions executable by the machine, comprising:

obtaining character information related to a program received by a program receiving unit from contents of the received program while being received by the program receiving unit;

retaining the obtained character information in a way that is overwritten on the oldest retained character information of all of the retained character information;

searching for a broadcast date/time of the program related to the received program on the basis of character information retained at the time of receiving, from an input device, a predetermined-notification of an operation displaying or reserving the program related to the program content during the viewing according to an operation of a viewer in the retained character information related to the received program; and

making a request for reserving a receipt of the program or a record of the program on the basis of the broadcast date/time.

18. (previously presented) A storage medium readable by a machine, tangible embodying a program according to claim 17, further comprising a step converting voices contained in the received program into text data and converting the text data into the character information, wherein the information related to the program is obtained from the voices.

19. (original) A storage medium readable by a machine, tangible embodying a program according to claim 17, wherein the program-related information related to the program is obtained from a caption contained in the received program.

20. (original) A storage medium readable by a machine, tangible embodying a program according to claim 17, wherein the program-related information related to the program is obtained from a data broadcast multiplexed with a program broadcast.

21. (original) A storage medium readable by a machine, tangible embodying a program according to claim 17, wherein the program-related information related to the program is obtained from scenario data of the program.

22. (original) A storage medium readable by a machine, tangible embodying a program according to claim 21, wherein the scenario data are transmitted in multiplexing with the program broadcast.

23. (original) A storage medium readable by a machine, tangible embodying a program according to claim 17, wherein the scenario data contain an elapse time since a start of the program and character information describing the program contents at this elapse time.

24. (original) A storage medium readable by a machine, tangible embodying a program according to claim 17, wherein the scenario data contain an elapse time since a scenario data transmission date/time and character information describing the program contents at this elapse time.